

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period:

July 1, 2008 to May 31, 2009

Employer: Centennial Broadcasting II, LLC

Licensee: Centennial Licensing II, LLC

Stations: WBQB-FM, Fredericksburg, VA
WFVA-AM, Fredericksburg, VA

**WBQB • WFVA
FULL TIME VACANCY EEO INFORMATION
FORM BP-05
July 1, 2008 through May 31, 2009**

II. Recruitment Sources Used to Fill the Vacancy

RS Number	RS Information	Did the Source request notification? (yes/No)	No of interviewees Referred by RS over 12 month period
1	Hampton Institute Hampton VA Andres Ledoux 757 727 5331 Phone andre.ledoux@hampton.edu	No	
2	Norfolk State University 700 Park Avenue Norfolk VA 23504 Benjamin Ellis 757 823 8462 Phone 757 823 2075 Fax Bellis@nus.edu	No	
3	Virginia State University Petersburg VA Darrell Griffin 804 524 5000 Phone 804 524 5212 Fax dgriffin@vsu.edu	No	
4	James Madison University MSC2106 Harrisonburg VA 22807 Dr McHahan 540 568 6228 Phone 540 568 7133 Fax mcmahan@jmu.edu	No	
5	Howard University 525 Bryant Street NW Washington DC 20059 Joan Brown 202 806 7513 Phone 202 462 4267 fax careersrhu@howard.edu	Yes	
6	Virginia Employment Commission 3501 Lafayette Blvd Fredericksburg VA 22408 Carlton Crump 540 898 3800 Phone ccrump@vec.state or Fredericksburg@vec.stte.va.us	No	
7	Virginia Association of Broadcasters (VAB) 630 Country Green Lane Charlottesville VA 22902 Rose Lester 804 977 3716 Phone www.vabonline.com	No	
8	National Association of Hispanic Journalists 1000 National Press Building Washington DC 20045 Marco Botero 202 662 7147 Phone jobbank@nahj.org	No	

9	Columbia School of Broadcasting 3947 University Drive 2nd Floor Fairfax VA 22030 Bill Butler 703 591 6000 phone 703 591 6147 fax ditrain@columbiaschoolbroadcas.com	No	
10	Mary Washington College & James Monroe 1301 College Avenue Fredericksburg VA 22401 Gary Johnson 540 654 1022 Phone 540 654 2442 Fax casv@umw.edu	No	
11	Germanna Community College 10000 Germanna Point Dr Fredericksburg VA 22408 Maggie Van Zandt 540 710 2025 Phone mvanzandt@gcc.vccs.edu	No	
12	All Access Music Group 28955 Pacific Coast Hwy Malibu CA 90265 Joel Denver 310 457 6616 Phone www.allaccess.com	No	1
13	Radio-Online.com www.Radio-online.com customerservie@radio-online.com	No	
14	WBQB/WFVA Internal Posting 1914 Mimosa Street Fredericksburg Va 22401 Terri Barker 540 373 7721 Phone www.wqbq.com	No	
15	McVay Media Mike McVay 440 343 0800 Phone Phone	No	
16	Radio & Records kmumaw@radiorecords.com Karen Mumaw	No	
17	Free Lance-Star 616 Amelia Street Fredericksburg VA 24401 Classifieds 540 371 5000 Phone	No	3
18	Employee Referrals	No	3

WBQB • WFVA
EEO PUBLIC FILE REPORT
July 1, 2008 through May 31, 2009¹

This EEO Public File Report is filed in the public inspection file of Station(s)
 WBQB• WFVA PURSUANT TO Section 73,208(c)(6) of the Federal Communications (FCC) rules.

I. VACANCY LIST

See Section II, the “**Master Recruitment Source List**” (“**MRSL**”) for recruitment source data

JOB TITLE	DATE FILLED	RECRUITMENT SOURCES USED TO FILL VACANCY	RS REFERRING HIREE
Receptionist/Traffic Assistant	9.01.08	1-18	17
AM Co-Host	1.01.09	1-18	18
Marketing Consultant	1.16.09	1-18	17
AM Host	3.31.09	1-18	12
General Manager	2.23.09	14	14

EEO Contact Information for Employment units:

Centennial Broadcasting II, LLC.	
Corporate Address 6201 Town Center Drive, Suite 210 Clemmons, NC 27012 Contact: Steve Watts 336.766.2890	WBQB WFVA 1914 Mimosa Street Fredericksburg VA 22405 Contact: Terri Barker 540.373.7721 General Manager David Smith

WBQB-FM/WFVA-AM
EEO Public File Report
Summary Description of Supplemental Outreach Initiatives
For the Period Beginning July 1, 2008 and Ending June 2, 2009

A • Training Program - FCC Initiative: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Account Executives 2008/2009

Our Market conducts a Sales Training Program for Account Executives. Our goal is to hire sales personnel that have little or no radio sales experience and then through our training program, allow them to acquire skills that could qualify them to a higher level position. Each Account Executive is assigned to the Sales Manager and/or General Manager as a trainer. The trainer(s) provides daily feedback to the Account Executive, assisting them with information about key departments/personnel, goal setting and establishing open communication and a supportive environment. Conducted "Role Playing" on the best approach for "cold calling" and how to be a "closer".

B • Internship Program VAB 2009/2009 – FCC Initiative: Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.

Virginia Association of Broadcasters Internship Program

WBQB • WFVA participated in this program in February 2008, airing public service announcements seeking a student for the VAB's paid internship program. Philip Cumbia was selected to intern from 6.03.09 thru 8.13.08. He reported directly to the Operations Manager, Chris Maestle. His training was assisting the programming department with board operations and with production.

C • General Outreach Efforts – FCC Initiative: Provision of assistance to unaffiliated non-profit entities and the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.

Rappahannock United Way, Fredericksburg, VA has become part of our outreach effort. Janel Donahue at the RUW has been trained by Shawn Sloan (GM) to understand most broadcast related jobs. This training enables Ms. Donahue the insight to better understand the skills needed to qualify for a career in broadcasting. This program is designed to inform the general public of the numerous and varied career opportunities available in the broadcast industry. We also use this opportunity to inform the public of our training programs and the internships that are available.

D • Recruitment Initiative

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities

VA Employment Commission
100 Premier Place
Winchester VA 22602
Gene Schultz
540 722 3415 phone
540 722 3418 fax

Mary Washington College
1301 College Avenue
Fredericksburg VA 22401
540 654 1022

American Women in Radio
11595 Spring Hill Rd Suite 330
Vienna VA 22182
Maria Brennan (Ex Dir)
703 506 3290 phone
703 506 3266 fax

National Assoc of Hispanic Journalists
1000 National Press Bldg
Washington DC 20045
Marco Botco
202 662 7147

Virginia Association of Broadcasters (VAB)
630 Country Green Lane
Charlottesville VA 22902
434 944 3716 phone